WHAT IS CLAIMED IS:

1. A method, comprising the steps of:

   determining an availability rule associated with an identity;

   determining a true availability of said identity based at least in part on said availability rule; and

   providing data indicative of said true availability of said identity.

2. The method of claim 1, further comprising the step of:

   receiving a request for information regarding true availability of said identity.

3. The method of claim 1, wherein said step of determining said true availability of said identity based at least in part on said availability rule includes determining availability of said identity via at least two different media channels.

4. The method of claim 1, further comprising the step of:

   establishing said availability rule.

5. The method of claim 1, wherein said step of providing data indicative of said availability of said interface includes displaying an interface indicative of said availability.

6. The method of claim 6, wherein said interface identifies said identity.

7. The method of claim 1, further comprising the step of:

   determining said identity.

8. The method of claim 1, further comprising the step of:

   determining a device context for a device associated with said

identity;

9.   The method of claim 8, wherein said step of determining said availability of said identity based at least in part on said availability rule includes

5   determining an availability of said identity based at least in part on said availability rule and said device context.

10.   The method of claim 8, further comprising the step of:
    determining an identity context for said identity.

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11.   The method of claim 10, wherein said step of determining said availability of said identity based at least in part on said availability rule includes determining an availability of said identity based at least in part on said availability rule, said device context, and said identity context.

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12.   The method of claim 1, further comprising the step of:
    determining an identity context for said identity.

13.   The method of claim 12, wherein said step of determining said

20   availability of said identity based at least in part on said availability rule includes determining an availability of said identity based at least in part on said availability rule and said identity context.

14.   A system, comprising:
    a context agent, said context agent adapted to determine an

25   availability rule associated with an identity; determine a true availability of said identity based, at least in part, on said availability rule; and provide data indicative of said true availability of said identity.

30   15.   An article of manufacture comprising:
    a computer readable medium having stored thereon instructions which,

when executed by a processor, cause said processor to:

determine an availability rule associated with an identity;

determine a true availability of said identity based, at least in part, on said availability rule; and

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provide data indicative of said true availability of said identity.

16. A system, comprising:

a processor;

a communication port coupled to said processor and adapted to

10 communicate with at least one device; and

a storage device coupled to said processor and storing instructions adapted to be executed by said processor to:

determine an availability rule associated with an identity;

determine an availability of said identity based, at least in

15 part, on said availability rule; and

provide data indicative of said availability of said identity.